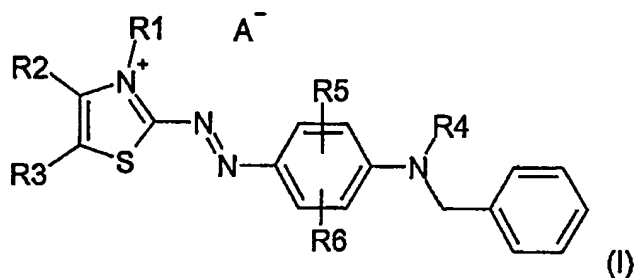


C L A I M S

1. Agent for coloring keratin fibers, characterized in that it contains at least one thiazoliumazo dye of general formula (I)

5



wherein

R1 stands for a saturated or unsaturated (C₁-C₁₂)-alkyl group, a halogen atom-substituted (C₁-C₁₂)-alkyl group, a hydroxy-(C₁-C₁₂)-alkyl group, a (C₁-C₆)-alkoxy-(C₁-C₁₂)-alkyl group, an amino-(C₁-C₁₂)-alkyl group, a (C₁-C₆)-alkylamino-(C₁-C₁₂)-alkyl group, a di(C₁-C₆)-alkyl-amino-(C₁-C₁₂)-alkyl group, a cyano-(C₁-C₁₂)-alkyl group, a substituted or unsubstituted phenyl group or a substituted or unsubstituted benzyl group;

R2 and **R3** can be equal or different and independently of each other stand for hydrogen, a halogen atom, a saturated or unsaturated (C₁-C₁₂)-alkyl group, (C₁-C₁₂)-alkoxy group, a nitro group, an amino group, a (C₁-C₁₂)-alkylamino group, a di(C₁-C₁₂)-alkylamino group, a (C₁-C₁₂)-hydroxyalkylamino group, a di(C₁-C₁₂)-hydroxyalkylamino group, a substituted or unsubstituted phenyl group or a substituted or unsubstituted heteroaryl group;

R4 stands for hydrogen, a saturated or unsaturated (C₁-C₁₂)-alkyl group, a halogen atom-substituted (C₁-C₁₂)-alkyl group, a hydroxy-(C₁-C₁₂)-alkyl group, an amino-(C₁-C₁₂)-alkyl group or a benzyl group;

R5 and **R6** can be equal or different and independently of each other stand for hydrogen, a halogen atom, a saturated or unsaturated (C₁-C₁₂)-alkyl group, a hydroxyl group, a (C₁-C₁₂)-alkoxy group, a cyano group, a nitro group, an amino group, a (C₁-C₁₂)-alkylamino group or a di(C₁-C₁₂)-alkylamino group, and

A⁻ stands for an anion of an organic or inorganic acid.

2. Agent as defined in claim 1, characterized in that **R1** is a saturated or unsaturated (C₁-C₁₂)-alkyl group.

3. Agent as defined in claim 2, characterized in that **R4** is a saturated or unsaturated (C₁-C₁₂)-alkyl group.

4. Agent as defined in one of claims 1 to 3, characterized in that **A⁻** is a chloride, bromide, iodide, hydrogen sulfate, sulfate, toluenesulfonate, benzenesulfonate, monomethylsulfate, hexafluorophosphate, hexafluoroantimonate, tetrafluoroborate, tetraphenylborate, formate, acetate or propionate anion.

5. Agent as defined in one of claims 1 to 4, characterized in that the compound of formula (I) is selected from among 3-methyl-2-{{4-[methyl(phenylmethyl)amino]phenyl}azo}thiazolium chloride, 3-methyl-2-{{4-[methyl(phenylmethyl)amino]phenyl}azo}thiazolium bromide, 3-methyl-2-{{4-[methyl(phenylmethyl)amino]phenyl}azo}thiazolium monomethylsulfate, 3-methyl-2-{{4-[methyl(phenylmethyl)amino]phenyl}azo}thiazolium acetate, 3,4-dimethyl-2-{{4-[methyl(phenylmethyl)amino]phenyl}azo}thiazolium chloride, 3,4-dimethyl-2-{{4-[methyl(phenylmethyl)amino]phenyl}azo}thiazolium bromide, 3,4-dimethyl-2-{{4-[methyl(phenylmethyl)amino]phenyl}azo}thiazolium monomethylsulfate, 3,4-dimethyl-2-{{4-[methyl(phenylmethyl)amino]phenyl}azo}thiazolium acetate, 3,5-dimethyl-2-{{4-[methyl(phenylmethyl)amino]phenyl}azo}thiazolium chloride, 3,5-dimethyl-2-{{4-[methyl(phenylmethyl)amino]phenyl}azo}thiazolium bromide, 3,5-dimethyl-2-{{4-[methyl(phenylmethyl)amino]phenyl}azo}thiazolium monomethylsulfate, 3,5-dimethyl-2-{{4-[methyl(phenylmethyl)amino]phenyl}azo}thiazolium acetate, 3,4,5-trimethyl-2-{{4-[methyl(phenylmethyl)amino]phenyl}azo}thiazolium chloride, 3,4,5-trimethyl-2-{{4-[methyl(phenylmethyl)amino]phenyl}azo}thiazolium bromide, 3,4,5-trimethyl-2-{{4-[methyl(phenylmethyl)amino]phenyl}azo}thiazolium monomethylsulfate, 3,4,5-trimethyl-2-{{4-[methyl(phenylmethyl)amino]phenyl}azo}thiazolium acetate, 5-bromo-3-methyl-2-{{4-[methyl(phenylmethyl)amino]phenyl}azo}thiazolium chloride, 5-bromo-3-methyl-2-{{4-[methyl(phenylmethyl)amino]phenyl}azo}thiazolium bromide, 5-bromo-3-methyl-2-{{4-[methyl(phenylmethyl)amino]phenyl}azo}thiazolium monomethylsulfate, 5-bromo-3-methyl-2-{{4-[methyl(phenylmethyl)amino]phenyl}azo}thiazolium acetate, 5-methoxy-3-methyl-2-{{4-[methyl(phenylmethyl)amino]phenyl}azo}thiazolium chloride, 5-methoxy-3-methyl-2-{{4-

[methyl(phenylmethyl)amino]phenyl]azo]thiazolium bromide, 5-methoxy-3-methyl-2-[(4-[methyl(phenylmethyl)amino]phenyl]azo]thiazolium monomethylsulfate, 5-methoxy-3-methyl-2-[(4-[methyl(phenylmethyl)amino]phenyl]azo]thiazolium acetate, 2-[[4-[ethyl-(phenylmethyl)amino]-2-methylphenyl]azo]-3-methylthiazolium chloride, 2-[[4-[ethyl-(phenylmethyl)amino]-2-methylphenyl]azo]-3-methylthiazolium bromide, 2-[[4-[ethyl-(phenylmethyl)amino]-2-methylphenyl]azo]-3-methylthiazolium monomethylsulfate, 2-[[4-[ethyl(phenylmethyl)amino]-2-methylphenyl]azo]-3-methylthiazolium acetate, 2-[[4-[ethyl(phenylmethyl)amino]-2-methylphenyl]azo]-3,4-dimethylthiazolium chloride, 2-[[4-[ethyl(phenylmethyl)amino]-2-methylphenyl]azo]-3,4-dimethylthiazolium bromide, 2-[[4-[ethyl(phenylmethyl)amino]-2-methylphenyl]azo]-3,4-dimethylthiazolium monomethylsulfate, 2-[[4-[ethyl(phenylmethyl)amino]-2-methylphenyl]azo]-3,4-dimethylthiazolium acetate, 2-[[4-[ethyl(phenylmethyl)amino]-2-methylphenyl]azo]-3,5-dimethylthiazolium chloride, 2-[[4-[ethyl(phenylmethyl)amino]-2-methylphenyl]azo]-3,5-dimethylthiazolium bromide, 2-[[4-[ethyl(phenylmethyl)amino]-2-methylphenyl]azo]-3,5-dimethylthiazolium monomethylsulfate, 2-[[4-[ethyl(phenylmethyl)amino]-2-methylphenyl]azo]-3,5-dimethylthiazolium acetate, 2-[[4-[ethyl(phenylmethyl)amino]-2-methylphenyl]azo]-3,4,5-trimethylthiazolium chloride, 2-[[4-[ethyl(phenylmethyl)amino]-2-methylphenyl]azo]-3,4,5-trimethylthiazolium bromide, 2-[[4-[ethyl(phenylmethyl)amino]-2-methylphenyl]azo]-3,4,5-trimethylthiazolium monomethylsulfate, 2-[[4-[ethyl(phenylmethyl)amino]-2-methylphenyl]azo]-3,4,5-trimethylthiazolium acetate, 5-bromo-2-[[4-[ethyl(phenylmethyl)amino]-2-methylphenyl]azo]-3-methylthiazolium chloride, 5-bromo-2-[[4-[ethyl(phenylmethyl)amino]-2-methylphenyl]azo]-3-methylthiazolium bromide, 5-bromo-2-[[4-[ethyl(phenylmethyl)amino]-2-methylphenyl]azo]-3-methylthiazolium monomethylsulfate, 5-bromo-2-[[4-[ethyl(phenylmethyl)amino]-2-methylphenyl]azo]-3-methylthiazolium acetate, 2-[[4-[ethyl(phenylmethyl)amino]-2-methylphenyl]azo]-5-methoxy-3-methylthiazolium chloride, 2-[[4-[ethyl(phenylmethyl)amino]-2-methylphenyl]azo]-5-methoxy-3-methylthiazolium bromide, 2-[[4-[ethyl(phenylmethyl)amino]-2-methylphenyl]azo]-5-methoxy-3-methylthiazolium monomethylsulfate and 2-[[4-[ethyl(phenylmethyl)amino]-2-methylphenyl]azo]-5-methoxy-3-methylthiazolium acetate.

6. Agent as defined in one of claims 1 to 5, characterized in that it contains the compound of formula (I) in an amount from 0.01 to 10 weight percent.

7. Agent as defined in one of claims 1 to 6, characterized in that additionally it contains another direct dye.

5 8. Agent as defined in claim 7, characterized in that it contains the additional direct dye in a total amount from 0.01 to 4 weight percent.

9. Agent as defined in one of claims 1 to 8, characterized in that it has a pH from 3 to 10.

10 10. Agent as defined in one of claims 1 to 9, characterized in that additionally it contains oxidation dye precursors and that before use it is mixed with an oxidant.

11. Agent as defined in one of claims 1 to 8, characterized in that it contains at least
15 one natural polymer, synthetic polymer or modified polymer of natural origin commonly used in cosmetic agents and that it is in the form of a tinting fixative or dye fixative.

12. Agent as defined in one of claims 1 to 11, characterized in that it is a hair colorant.